

## New Salem Box

- Display Shipper ..... 8 carton unit for B1G1F**  
**Display Shipper ..... 2 & 4 carton units / Sniped product**

**Allocation for B1G1F:** **First month of introduction**  
**13,000 / 70% CIV (1,733 12m cs.)**  
**8,000 / 50% CIV (1,066 12m cs.)**

**Allocation for Sniped:** **Month 2 and 3 of introduction**  
**482 cases of sniped product monthly**

### **Promoted Volume summary for 3 month introduction period:**

<b>Normal Quarter Salem Shipments:</b>	<b>10,073 cs./ 1st</b>
<b>To hit 40% / 3 mo. Promoted Volume:</b>	<b>4,030 cs.</b>
<b>Current Strategy PV (ave 20%):</b>	<b>2,000 cs.</b>
<b>B1G1F allocation (10.5% PV):</b>	<b>1,066 cs.</b>
<b>Sniped alloc/ 2mo ( 9.5% PV):</b>	<b>964 cs.</b>
<b>Total Salem Promoted cs.</b>	<b>4,030 cs. /3 mo.</b>

51851 0368

**Displays:**

\* **Sales Rep Calls:** **80% to be displayed on Salem PCD**

- Large PCD riser
- 24 inch card
- Change mat

**20% to be displayed in Semi-Perm.**

\* **Territory Rep Calls:** **20% to be displayed on Salem PCD**

**20% to be displayed in Semi-Perm.**

**80% to be displayed in shipper**

**\* Display units needed:**

**-B1G1F shipper displays (8ctn) 5,000 displays (63%)**

**-Sniped product shippers (4 ctn) 2,300 displays**

**(2 ctn) 5,200 displays**

**(7 1/2 ctn per display)**

**Promotional Payments:**

**-B1G1F displays .... no display payment ... \$\_\_\_\_ wrapping**

**-Sniped displays .... no display payment ... \$\_\_\_\_ wrapping**

**-Semi-Perm ..... \$1 - \$10 variable rate**

**-DPC display payment ..... \$0 - \$4 per display ..... only  
when needed!**

**-Direct Account new item incentive:**

**- Extra 2 weeks dating on allocation**

**- Introductory case allowance on allocation**

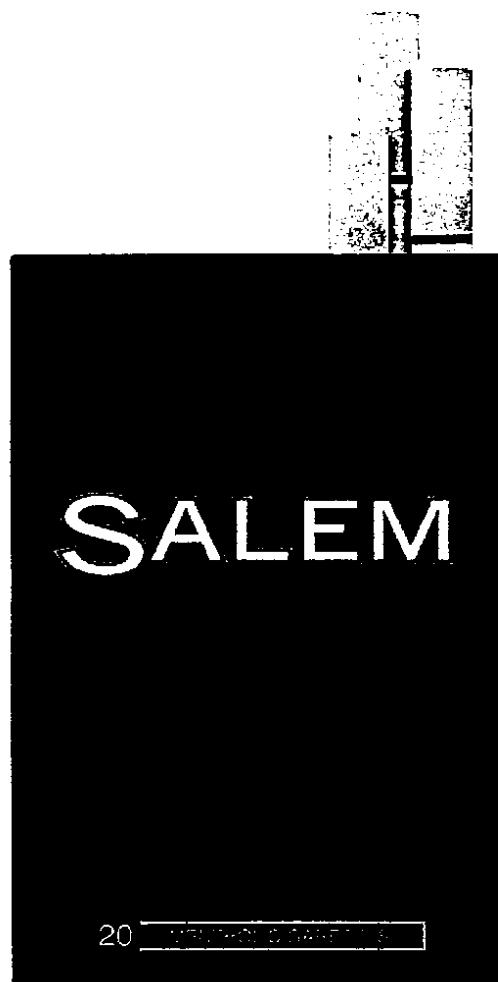
**- Extended 2 week dating on B1G1F / Sniped**

**Permanent Advertising and POS:**

- Large PCD riser card	8,000 units
- 24 inch card	10,000 units
- Change mats	4,000 units
- Small Banners (4 ft by 2 ft.)	2,400 units
- Door decals	25,000 units
- Large poster	8,000 units
- Small poster	10,000 units

51851 03669

## **THE NEW LOOK OF SALEM**



0370 51851

**NYC Salem Due Inventory Accts**

KAM / AM	Region	Direct Acct		Direct Acct	1 week Avg Salem Business (12M)						Notes
		Region	Acct#		Disruption Allowance	% Accts NYC	# NYC Accts	Total Accts			
1200	1200	6585000	United Candy & Tob		20	*	\$500	39%	98	249	
1200	1200	6129900	Stan-Lou Tob		12	*	\$500	17%	43	246	
1200	1200	7696010	Westchester Candy		5	*	\$500	3%	4	119	
1200	1200	7865360	City Line Candy & Tob		11	*	\$500	14%	20	141	
1200	1200	5505580	Harold Levinson Assoc		200		\$3,000	48%	1212	2540	
1200	1200	6753520	Joseph H. Stomel & Sons		53		\$795	21%	221	1034	
1200	1200	3473920	Consolidated Simon		34		\$510	15%	40	269	
1200	1300	4233600	Middlesex Tobacco		34		\$510	13%	70	527	
1100	1300	1898410	Mark Steven		42		\$630	2%	8	431	CVS
1300	1300	6687230	Consolidated Products Systems		72		\$1,080	2%	8	344	K Mart
1600	1600	1628000	Norman J. Dressler		149		\$2,235	0%	2	449	Vikisha / Bonanza Too
1700	1600	5436300	Rite-Aid Rome Dist		39		\$585	11%	58	519	Rite Aid
1700	1700	5383200	Revco Drug Stores		55		\$825	3%	18	538	Revco
1300	1700	5442900	Miller & Hartman		73		\$1,095	2%	15	643	Amoco
Total					799		\$13,265	23%	1817	8049	

51851 0371

\* Rounded to \$500 Minimum